



News Release

IDAHO DEPARTMENT OF WATER RESOURCES

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CALDWELL RETAILER JOINS ENERGY EFFICIENCY PARTNERSHIP PROGRAM

For Immediate Release

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For Media Information:

Bob Minter, (208) 327-7970

For-Ward Homes, Inc., of Caldwell, is now an official program participant in the Idaho Energy Division's Energy Star[®] home certification program.

The manufactured home retailer joins 31 other Idaho manufactured home retailers in the energy efficiency partnership program with the Idaho Energy Division. The Energy Star Program is part of the Northwest Energy Efficient Manufactured Home (NEEM[™]) regional energy efficiency program.

"Homes built to the NEEM option are considered the most energy-efficient manufactured homes in the region," says Bob Minter, senior energy specialist manager with the Idaho Energy Division and NEEM program manager.

"By offering the Energy Star upgrade, For-Ward is giving its customers the opportunity to save on their utility bills and give them a positive outlook on their purchase of a Super Good Cents[®]/Natural Choice[™] manufactured home," Minter adds.

The homes constructed in Idaho's five manufacturing plants are certified by the Idaho Energy Division to meet the higher energy efficiency option. An additional 15 plants in Oregon, Washington, California and British Columbia participate in the program. NEEM's regional industry program assists manufacturers and retailers in all five areas.

Under the Idaho partnership program, retailers participate in an energy-efficient home construction and marketing briefing with the Idaho Energy Division.

"The Idaho NEEM partnership program helps educate and support retailers so their sales staff can better promote the efficiency option to their customers," says Minter.

(MORE)

NEEM is a partnership program between state governments, utilities and the industry representatives committed to bringing affordable, energy-efficient manufactured home products and services to the marketplace.

Many of the region's utilities offer cash incentives to homebuyers and retail sales representatives for sales of the electrically heated NEEM option home, which is marketed under the Super Good Cents/Energy Star trademarks.

Interested homebuyers can obtain information on the NEEM option by visiting For-Ward, Inc., at 6512 E. Cleveland, or calling them at 208-402-0044. Consumers can also call the NEEM regional hotline, 1-888-355-6277.

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